

Alisha rocks the *Artistic*

Leading inspirational US nail stylist & educator Alisha Rimando Botero joins Artistic Nail Design as its brand visionary

ALEX FOX REPORTS



Q: Describe your new role heading the Artistic Nail Design brand

A: As executive vice-president and creative director of Artistic Nail Design, I will be overseeing all aspects of the company, which includes developing new products and education, marketing direction and new business initiatives. I look forward to supporting all current distributors and technicians with quality products and world-class education.

Q: What excites you most about this new position?

A: I love this industry... I love creating nail products and I love teaching and inspiring technicians. I'm so excited and blessed to be able to do what I love everyday!

Q: What plans do you have for the brand now it's in your hands?

A: I have so many ideas; I'm never without a pen and a tablet! So, my first project is to look at all current products and support and see where the team can improve and provide technicians with more information and education while maintaining the current high standards of quality and consistency. Then... expand! Everyone will be seeing more of Artistic's quality and innovative product ideas coming to life.

Q: What changes or new elements to the brand will we see in the near future?

A: Strength and growth are top of my agenda. Artistic is a relatively new brand in the market and I don't feel it has had quite the industry introduction it deserves – so watch this space...

Q: What is your angle on education? And how will you inspire the Artistic Angels?

A: My passion and enthusiasm can be infectious. I want the technicians around me to really learn, to truly grasp and understand. I will tell and share everything I know, if you want to learn it. My reward is to see others succeed.



Alisha with Brandon Sun at NYFW S/S12

Q: How will you further develop the education arm of Artistic?

A: Education is key, not only in creating and performing a service, but also in the expansion and growth of passion and inspiration. Motivation and inspiration create passion, and that is what you need to succeed in anything! I would like technicians to feel inspired again, and remember what they love about this business.

Q: What new product ideas do you have up your sleeve?

A: I would really like to see benefit and result focused products introduced into our market. Guests want to see immediate results and long term benefits from their services. I would like to provide technicians with the products, tools and inspiration to produce amazing services for their guests with specific benefits in mind that produce immediate and long lasting results.

Q: Will you be travelling internationally to meet global distributors and hold workshops etc?

A: Most definitely! I can't wait to be back on the road to see all my nail tech friends around the globe.

Q: Please outline your career history to date and give an overview of the various roles you've worked in during your time as a nail professional

A: Goodness... well I pride myself on the fact that I have truly worked my way from the ground up. I've been a technician, salon owner, distributor sales representative, a manufacturer educator and a co-founder of a nail line. I've taught classes at beauty schools, distributor houses, trade shows, nail camps, educator trainings and private competition trainings. I've developed

products, packaged them, created the education behind them and sent them to market. I have been honoured to be the cover artist and contributor to the *Milady Standard Nail Technology Textbook* and author for its latest workbook. I have had so much fun as a fashion week team leader, a training director and creating nails for photo shoots and instructional videos. Most recently I was a director of the nail division for 31 spas across the USA that produced over \$12million in natural nail services per year! I've travelled the world and filled two passports - I've worked hard and dreamed big!

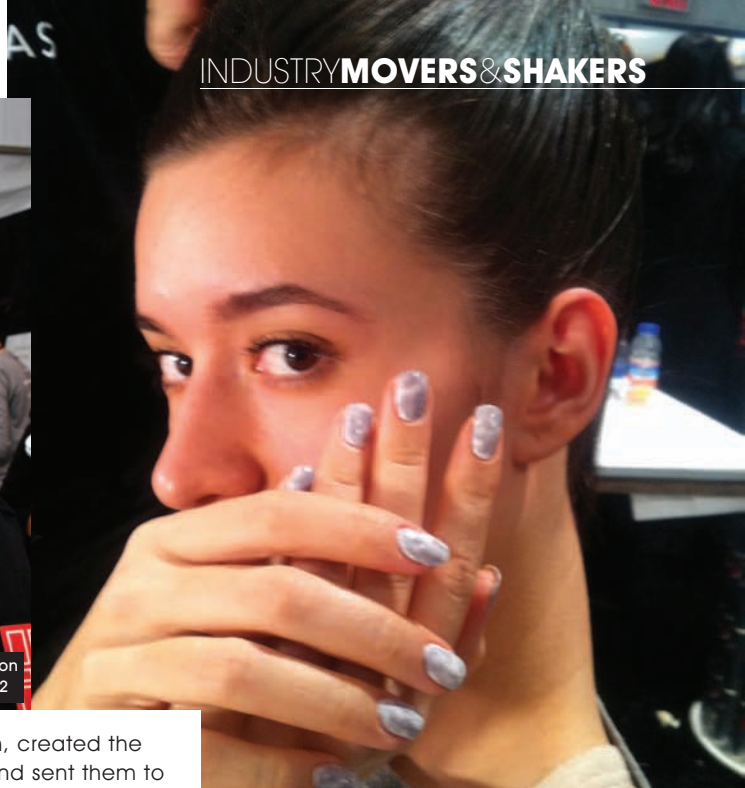
Q: Please outline the training that you have undergone during your career

A: I feel I've picked up so many amazing tips and tricks from so many talented artists along my path... but what my hands do and my eyes see I owe to Tom Holcomb. Modelling for him and wearing his competition nails was a true lesson in humility. If you thought you did good work... you knew it was always second best

when you saw his. I was blessed to work side by side with him throughout my career and I never took a second for granted. Anytime he picked up a brush or a file, I watched, I learned, I listened. He always wanted the best for me and I only wanted to make him proud. **S**

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Footnote: Alisha Rimando Botero will deliver a public seminar on The Nail Stage at the *Olympia Beauty Exhibition* this September. Alisha will also be joining the international judging panel at *The Nailympics London* 22,23,24 September 2012.



The Box at Lincoln Center, 10 Feb 2012 with nail team - Alisha Rimando Botero, Kara Cox, Alex Basso. "I was inspired by all the texture in Brandon Sun's collection. Suede, fur, leather, cable knits, sheers etc. I wanted a layered effect on 16 models. "We painted Essie Power Clutch white polish, then sponged grey over the surface to create a cloud effect," explains Alisha. "It was all about the contradiction between beauty elegance and grace," Brandon told the *International Business Times* during the presentation. "This very soft subtle violence and the contradiction came through with the leathers and the harder fabrics versus the soft hand knits and the fur." When Brandon Sun designed his Autumn 2012 collection for Mercedes-Benz Fashion Week in New York, he looked to the 'Silent Assassins' based on Kung-Fu epic films he grew up watching, because 'silently' is 'the best way to assassinate someone', according to the designer.

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